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EDUCATIONAL BACKGROUND:

- PhD degree, University of Montenegro, Faculty of Economics (2002)
- Master of Science degree, University of Montenegro, Faculty of Electrical Engineering (1993 – 1996)
- BA degree, University of Montenegro, Faculty of Mathematics (1987 – 1992)

WORK EXPERIENCE:

University of Montenegro, Faculty of Economics, Podgorica

- **Full Professor, University of Montenegro**, Faculty of Economics, Courses: Business Informatics, Business Databases, Business Intelligence, **December 2014-**
- Associate Professor, University of Montenegro, Faculty of Economics, Courses: Business Informatics, Business Databases, Business Intelligence, August 2008 – December 2014
- Docent, University of Montenegro, Faculty of Economics, Courses: Business Informatics, Business Databases, Business Intelligence September 2003 – August 2008
- Teaching Assistant, University of Montenegro, Faculty of Economics, Courses: Business Informatics, Business Databases, Business Intelligence from 1992-2003

Other professional experience

- Member of Euro Working Group on Decision Support Systems
- Member of Editorial board of COMSIS Journal **(SCIe - Thomson Reuters)**
- Member of Editorial board of Journal of Theoretical and Applied Electronic Commerce Research **(SCIe - Thomson Reuters)**

- Member of University of Montenegro Senate (2015-2019)
- Member of University of Montenegro Quality Commission (2015-2019)

PUBLICATIONS:

Published books (in Montenegrin language)

- **Kašćelan Lj**., »Informacione tehnologije za podršku poslovnom odlučivanju«, University of Montenegro , 2012

Published chapters in monographs (in English)

- Rogic S., **Kascelan Lj**. (2019). Customer Value Prediction in Direct Marketing Using Hybrid Support Vector Machine Rule Extraction Method. In: *Welzer T. et al. (eds) New Trends in Databases and Information Systems. ADBIS 2019. Communications in Computer and Information Science*, vol 1064. Springer, Cham
- Novović Burić M., Lipovina Božović M., Kašćelan V., **Kašćelan Lj**. (2019) Chapter 16: Application Of Computer Methods In Evaluation Of Citizens׳ Confidence In Montenegrin Insurance Companies, *Contemporary Trends in Insurance at the Beginning of the Fourth Industrial Revolutionndustrial Revolution,* Faculty of Economics of the University of Belgrade, p.265- 284
- **Kašćelan Lj**., V.Kašćelan, M. Novović Burić (2018), A Decision Tree Analysis of Real Estate Insurance Customers in the Montenegrin Market, *Quantitative models in Economics*, Faculty of Economics of the University of Belgrade
- **Kašćelan, Lj**., Kašćelan, V., Novović Burić, M. (2017): Data-driven Approach as an Alternative Method for Risk Assessment in the Montenegrin Automobile Insurance Market, *Challenges and tendencies in contemporary insurance market,* Faculty of Economics of the University of Belgrade
- »Achieved Results and Prospects of Insurance Market Development in Modern World«, Chapter 19 (R. Stankić, **Lj. Kašćelan**, V. Milićević, »*New information and communication technologies in insurance*«), Faculty of Economics of the University of Belgrade, 2012., ISBN: 978-86-403-1222-6, 2012.

Published papers (in English)

(SSCI and SCIe -- Thomson Reuters) papers:

- **Kašćelan, L**., Pejić Bach, M., Rondović, B., & Đuričković, T. (2020). The interaction between social media, knowledge management and service quality: A decision tree analysis. PloS one, 15(8), e0236735.
- Kovacevic, D., & **Kascelan, L**. (2020). Internet Usage Patterns and Gender Differences: A Deep Learning Approach. IEEE Consumer Electronics Magazine 9(6).
- Djurisic, V., **Kascelan, L**., Rogic, S., & Melovic, B. (2020). Bank CRM Optimization Using Predictive Classification Based on the Support Vector Machine Method. Applied Artificial Intelligence 34(12).
- Lipovina-Božović, M., **Kašćelan, L**., & Kašćelan, V. (2019). A Support Vector Machine approach for predicting progress toward environmental sustainability from information and communication technology and human development. Environmental and Ecological Statistics, 26(3), 259-286.
- Rondović, B., Djuričković, T., & **Kašćelan, L**. (2019). Drivers of E-Business Diffusion in Tourism:

A Decision Tree Approach. Journal of Theoretical and Applied Electronic Commerce Research, Vol. 14, 30-50.

- Rondović, B., **Kašćelan, L**., Lazović, V., & Đuričković, T. (2019). Discovering the determinants and predicting the degree of e-business diffusion using the decision tree method: evidence from Montenegro. *Information Technology for Development, 25*(2), 304-333.
- Jovanović M., **Kašćelan L**j., Joksimović M., & Kašćelan, V. (2017). „Decision Tree Analysis of Wine Consumers' Preferences: Evidence from an Emerging Market", British Food Journal, 119(6), ISSN 0007-070X.
- Kašćelan, V., **Kašćelan, L**., & Novović Burić, M. (2016). A nonparametric data mining approach for risk prediction in car insurance: a case study from the Montenegrin market. Economic Research-Ekonomska Istraživanja, 29(1), 545-558.
- **Kašćelan, L**., Kašćelan, V., & Jovanović, M. (2015). Hybrid support vector machine rule extraction method for discovering the preferences of stock market investors: Evidence from Montenegro. Intelligent Automation & Soft Computing, 21(4), 503-522.
- Jovanović, M., **Kašćelan, L**., Despotović, A., & Kašćelan, V. (2015). The Impact of Agro-Economic Factors on GHG Emissions: Evidence from European Developing and Advanced Economies. Sustainability, 7(12), 16290-16310.
- **Kašćelan, L**., Kašćelan, V., & Jovanović, M. (2014). Analysis of investors' preferences in the Montenegro stock market using data mining techniques. Economic Research-Ekonomska Istraživanja, 27(1), 463-482.
- **Kašćelan, L**., & Bečejski-Vujaklija, D. (2005). A model for data mining system in financial crisis management based on data warehouse concept. Computer Science and Information Systems, 2(1), 43-62.

Other papers:

- **Kašćelan Lj**., Kašćelan V., Novović M., »A data mining approach for risk assessment in car insurance: evidence from Montenegro«, *International Journal of Business Intelligence Research* (IJBIR), IGI Global, 2014, Volume 5, Issue 3, ISSN: 1947-3591
- **Kašćelan, Lj**., & Kašćelan, V. (2015). Component-Based Decision Trees: Empirical Testing on Data Sets of Account Holders in the Montenegrin Capital Market. *International Journal of Operations Research and Information Systems (IJORIS), 6*(4), 1-18.
- Jovanovic, M., Joksimovic, M., **Kascelan, L**., & Despotovic, A. (2017). Consumer attitudes to organic foods: evidence from montenegrin market. *Poljoprivreda i Sumarstvo, 63*(1), 223
- Jovanović, M., **Kašćelan, L**., Joksimović, M., & Despotović, A. (2015). Comparative analysis of agro-food trade in Montenegro and EU candidate countries. *Economics of Agriculture, 62*(1), 155-162.
- **Kašćelan, L**., Lazović, V., Đuričković, T., & Biljana, R. (2018). Analysis of the Diffusion of E-services in Public Sector Using the Decision Tree Method. In Proceedings of the ENTRENOVA-ENTerprise REsearch InNOVAtion Conference, Split, Croatia, 6-8 September 2018 (pp. 38-48). Zagreb: IRENET-Society for Advancing Innovation and Research in Economy. ECONSTOR.EU
- Gazdić T., **Kašćelan Lj**. »Model of the Business Intelligence System for Credit Risk Analysis«, IEEE Proceedings of 36th International Convention MIPRO 2013 **(IEEE Xplore)**, pg.1155-1169, ISBN: 978-953-233-076-2, ISSN 1847-3938
- Mirković J., **Kašćelan Lj**., »Data mart design for managing IT department in a telecommunications company«, IEEE Proceedings of 35th International Convention MIPRO

2012 **(IEEE Xplore)**, pg. 1635-1641, ISBN: 978-1-4673-2577-6, ISSN 1847-3938

- **Kašćelan Lj**. »Limitations in Implementing Data Mining in Montenegro«, Proceedings of the EWG-DSS London -2011 Workshop on Decision Systems, IRIT, Université Paul Sabatier, Report IRIT/RR--2011-14-FR;
- **Kašćelan Lj.**, Tadić N. , »OLAP Decission Support System for Insurance Sales Data Analysis«, Supervision and control of insurance companies operations, Conference Proceedings, 2011, Faculty of Economics of the University of Belgrade, pg 144-166, ISBN 978-86-403-1141-0

ADDITIONAL INFORMATION:

Married, mother of two children